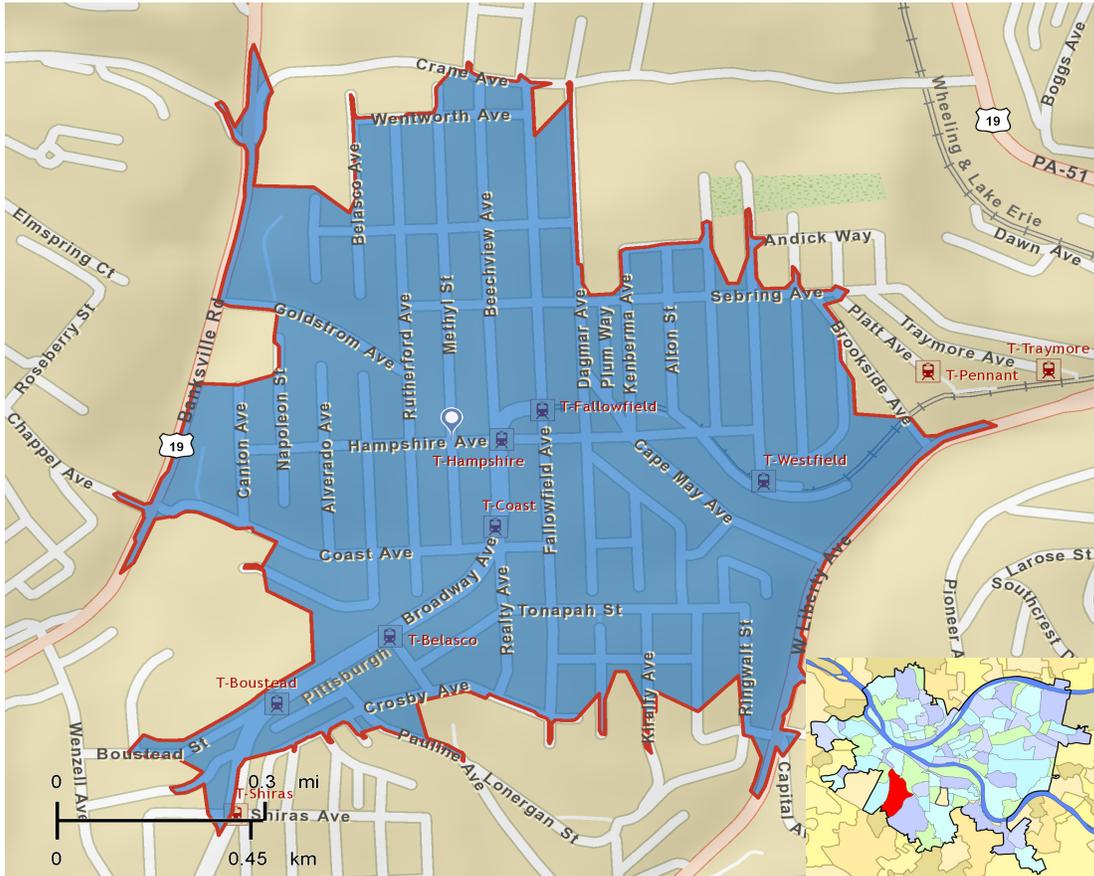


Broadway Avenue Commercial District Beechview



2013 Business Summary

Number of Businesses:
145

Number of Employees:
469

Employees/Residential
Population Ratio*:
0.11

Major Industries:
Retail Trade, Automotive Repair &
Maintenance, Accommodation and
Food Services

For more information on the
neighborhood, visit:



Marketplace Profile**	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$5,946,013	\$2,202,238	\$3,743,775	45.9	3
Furniture & Home Furnishing Stores	\$663,721	\$0	\$663,721	100.0	0
Electronics and Appliance Stores	\$869,285	\$0	\$869,285	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$952,228	\$23,122	\$929,107	95.3	0
Food and Beverage Stores	\$5,935,890	\$626,281	\$5,309,608	80.9	3
Health and Personal Care Stores	\$200,848	\$0	\$2,000,848	100.0	0
Gasoline Stations	\$3,485,476	\$863,840	\$2,621,636	60.3	2
Clothing & Clothing Accessories Stores	\$1,908,970	\$27,772	\$1,881,199	97.1	0
Sporting Goods / Hobby / Music / Book Stores	\$953,788	\$49,298	\$904,490	90.2	1
General Merchandise Stores	\$4,764,270	\$0	\$4,764,270	100.0	0
Nonstore Retailers	\$3,046,837	\$69,291	\$2,977,546	95.6	1
Food Services & Drinking Places	\$3,260,415	\$844,280	\$2,416,134	58.9	4

**Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. The Leakage/Surplus Factor measures the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. The NAICS is used to classify businesses by their primary type of economic activity.

*This ratio indicates the number of employees working in the area versus the number of residents. A higher ratio indicates more commercial presence.

Broadway Avenue Commercial District



Demographic Data	2010	2013	2017 (Projected)	Annual Rate of Change (2010-2017)
Population	4,646	4,086	4,061	-0.13%
Households	1,980	1,695	1,699	0.05%
Median Age	34.5	34.6	35.1	0.29%
% 0-9	11.2%	12.4%	12.3%	-0.16%
% 10-19	11.1%	10.5%	10%	-0.95%
% 20-24	6.6%	8.7%	8.8%	0.23%
% 25-34	14.8%	19.2%	19.6%	0.42%
% 35-44	14.9%	12.1%	11.8%	-0.50%
% 45-54	16%	14.0%	13.6%	-0.57%
% 55-64	12.1%	11.2%	11.7%	0.89%
% 65+	13.3%	11.7%	12.2%	0.85%
Median Household Income	\$45,263	\$38,255	\$44,266	3.14%
Average Household Income	\$55,253	\$48,539	\$55,814	3.00%
Per Capita Income	\$24,037	\$20,574	\$23,863	3.20%
Total Housing Units	1,964	1,948	1,929	-0.20%
% Owner Occupied Units	56%	47.5%	48.9%	0.59%
% Renter Occupied Units	36.9%	39.5%	39.2%	-0.15%
% Vacant Housing Units	13.1%	13.0%	11.9%	-1.69%
Median Home Value	\$82,737	\$81,613	\$86,511	1.20%

Traffic Count Profile	Closest Cross-Street	Count
Broadway Ave	Hampshire Ave	2,044
Banksville Rd	Goldstrom Ave	29,437
Pauline Ave	Shiras Ave	2,678
Crane Ave	Lowenhill Ave	5,594
W Liberty Ave	Peola Rd	21,692
Pioneer Ave	Southcrest Dr	20,226
Carnahan Rd	Woodcove Pl	5,107
Wenzell Ave	Candace St	8,016
Crane Ave	Elm Spring Dr	5,594
I-279	Parkway Center Dr S	81,000

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis. All counts from 2009 unless otherwise noted.

*Year of count: 2009

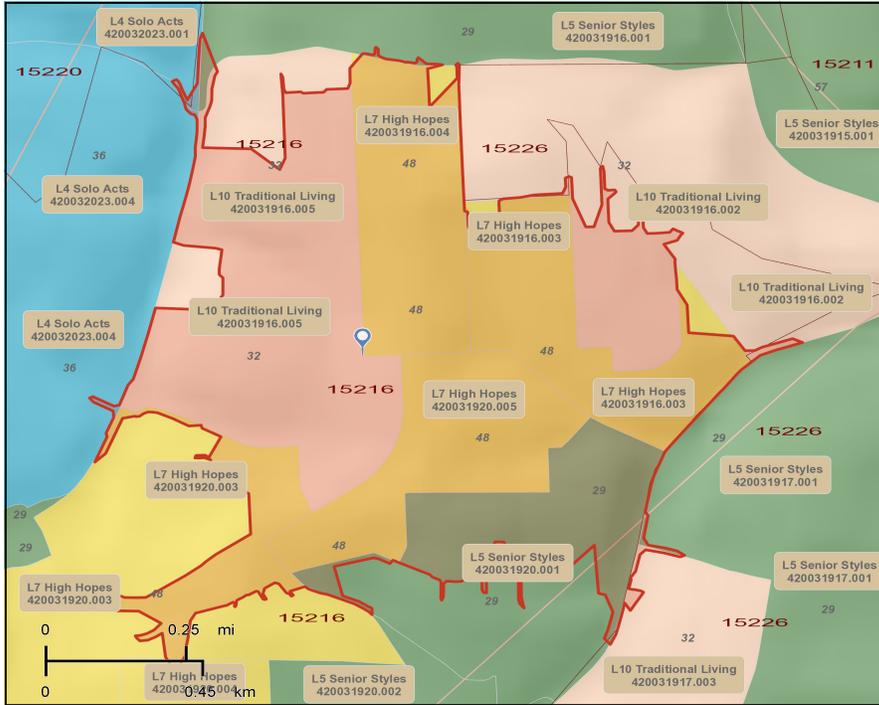
2013 Households by Disposable Income	
<\$15,000	16.5%
\$15,000—\$24,999	18.1%
\$25,000—\$34,999	20.5%
\$35,000—\$49,999	20.4%
\$50,000—\$74,999	16.2%
\$75,000—\$99,999	4.5%
\$100,000—\$149,999	3.2%
\$150,000+	0.6%
Median Disposable Income	31783

Note: Disposable income is after-tax household income.

2013 Educational Attainment (Ages 25+)	
No High School Diploma	10.9%
High School Diploma or Some College	60.2%
Associates Degree	9.5%
Bachelor's Degree	11.3%
Graduate or Professional Degree	8%

Spending Potential Index	
Apparel and Services	49
Computers and Accessories	72
Education	75
Entertainment / Recreation	74
Food at Home	75
Food away from Home	73
Health Care	73
Household Furnishing and Equipment	64
Investment	41
Shelter	71
TV / Video / Sound Equipment	76
Travel	69
Vehicle Maintenance and Repairs	73
Total Expenditures	72

Note: The Spending Potential Index is household-based, and represents the asset value or amount spent for a product or service relative to the national average of 100. Values higher than 100 indicate spending above the national average, and values lower than 100 indicate lower spending than the national average.



ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- 9th most populous neighborhood in Pittsburgh
- Home to the world's steepest paved street
- Number of bus lines in neighborhood: _____
- Persons per sq. mile: 5,622 (City average: 5,646)
- Walk Score: 56

* The Walk Score is a measure between 0 and 100 that measures the ease of accessing amenities and running errands by walking. For more information, see <http://www.walkscore.com/>

TAPESTRY SEGMENT DESCRIPTIONS

Great Expectations (57.4%)

Great Expectations homeowners are not afraid to tackle smaller maintenance and remodeling projects, but they also enjoy a young and active lifestyle. They go out to dinner and to the movies. They do most of their grocery shopping at Wal-Mart Supercenters, Aldi, and Shop 'n Save. They throw Frisbees; play softball and pool; go canoeing; watch horror, science fiction, and drama films on DVD; and listen to country music, classic rock, and sports on the radio. They watch dramas, auto racing, and the evening news on TV. They occasionally eat at Arby's and Dairy Queen. They shop at major discount and department stores. They rarely travel. Focused on starting their careers, they're not investing for their retirement years.

Rustbelt Traditions (33.7%)

These hardworking folks are settled; many have lived in the same house for years. Loyal to country and community, they tend to be politically conservative. They participate in public activities and fund-raising, visit elected officials, and work for political parties or candidates. They belong to fraternal organizations, unions, and veterans' clubs. Practical people who take pride in their homes and gardens, Rustbelt Retirees buy home furnishings and work on remodeling projects to update their houses. They watch their pennies, use coupons, and look for bargains at discount stores and warehouse clubs. They own savings bonds and certificates of deposit and hold life insurance policies. They eat out at family restaurants such as Perkins and Friendly's and watch rented movies on DVD instead of going to the theater. They also go bowling, play cards and bingo, gamble in Atlantic City, and go to horse races. They watch home improvement shows, sports events, news programs, game shows, and old reruns on TV. Favorite channels include Home & Garden Television, the Hallmark Channel, and the Weather Channel. They listen to country, oldies, and sports radio and peruse the daily newspaper.

Rustbelt Retirees (8.9%)

These residents stick close to home; for years, they've lived, worked, shopped, and played in the same area. Not tempted by fads, they stick to familiar products and services. They drive domestic cars. They will spend money on their families, yard maintenance, and home improvements. They will hire contractors for special projects such as the installation of roofing, carpet, and flooring. These financially conservative residents prefer to bank at a credit union and have personal savings. They might carry a personal loan and hold low-value life and homeowner's insurance policies. They're frugal and shop for bargains at Sam's Club, JCPenney, and Kmart. They go online weekly to play games and shop. They go bowling, fishing, and hunting and attend car races, country music shows, and ice hockey games. They're big TV fans; they watch sitcoms and sports events. They also subscribe to cable and watch it regularly. Favorite channels are truTV, the Game Show Network, and the Disney Channel.

Note: ESRI is an independent geographic information systems (GIS) corporation and is not affiliated with the Urban Redevelopment Authority of Pittsburgh. This analysis utilizes socioeconomic and marketing data to identify distinct segments of the population, map where they reside, and describe their socioeconomic qualities and consumer preferences. **More information on tapestry segments and segment descriptions can be found at: <http://www.esri.com/library/whitepapers/pdfs/community>**



Business District Programs

The Pittsburgh Biz Buzz Small Grant Program

This program is designed to spur neighborhood business district revitalization using the 48x48x48 strategy of short and medium term achievable projects, determining what you can do in 48 hours, 48 days and 48 weeks.

The program aims to bring newcomers into your neighborhood business district and create a “buzz” about your business district through media and word of mouth.

For more information about applications and eligibility, visit:

http://www.ura.org/business_owners/mainstreets.php

Mainstreets Program

This program strives to ensure the health of the City’s traditional neighborhood commercial districts using the National Main Street Center’s Four Point Approach which considers: economic restructuring, promotion, design and sustainability. Every \$1 invested by Mainstreets Pittsburgh produces \$31 in private investment for Pittsburgh neighborhoods.

To learn more about this program, contact [Josette Fitzgibbons](mailto:jfitzgibbons@ura.org) at (412) 255-6686 or visit:

http://www.ura.org/business_owners/mainstreets.php

Façade Improvement Programs

Restored storefronts improve the pedestrian environment, attract more customers, and encourage economic development and investment. The URA offers several different façade improvement programs designed for commercial building owners and tenants to improve their storefronts. Your location determines your building’s façade improvement program eligibility.

For more information about applications and eligibility, contact [Quianna Wasler](mailto:quianna.wasler@ura.org), a URA Mainstreets Development Specialist, at (412) 255-6550 or visit:

http://www.ura.org/business_owners/facade_program.php



Mural in Beechview

Featured Business: The Crested Duck



Type of Business: Specialty Grocery

URA Program Utilized: Pittsburgh Business Growth Fund (PBGF)

URA Investment: \$65,000

Private Investment: \$273,500

Total Project Investment: \$338,500

Contacts

Beechview Merchant’s Association: <http://beechviewmerchants.org/>

Beechview Welcome Page: <http://www.beechview.org/>

Urban Redevelopment Authority of Pittsburgh: <http://www.ura.org/>

All data from ESRI Business Analyst 2013 unless otherwise noted.

*Data applies to neighborhood boundary and not study area. Source: PGH SNAP, Dept. of City Planning

For More Information:

For additional market value analysis data, contact [Josette Fitzgibbons](mailto:jfitzgibbons@ura.org) at jfitzgibbons@ura.org

Department of City Planning SNAP Neighborhood Data: <http://www.pittsburghpa.gov/dcp/snap/>

Pittsburgh Neighborhood Community Indicator Systems (PNCIS) ACS 2005-2009 Neighborhood Profiles:

http://www.ucsur.pitt.edu/neighborhood_reports_acs.php